



Hinckley Chamber of Commerce Meeting Minutes 11/3/2022 - 11:30AM - Hinckley Ad Building

1. CALL TO ORDER - ROLL CALL (17) - INTRODUCTIONS

Melinda Mallari (Pres)

Mark Staron (VP)
Heather Liccardi (Sec)
Denise Klag
Melissa Augustine
Victoria Getz
Erik Fredmonsky
Trish Strazar
Quinten & Vicki Tift
Christina Vomero
Amanda Pfahl
Annetherese Biesaida
Laura Bacci
David & Ruth Manley
Karl Kastl

Precision Market Servies

S&S Heating, Cooling, Sheet Metal
Hinckley Women's Club
Cleveland Home Title
Hinckley Trustee
Our Saviour Lutheran Church
Caldwell Banker
Southwest General PT
Tift Enterprises, Hope Research,
Energies-n-Sync
State Farm Insurance
Medina Highland Library
Coco Cafe, Post Office
Hinckley Historical Society
Binky Commons, VENT

2. MINUTES APPROVED - Heather Liccardi, Sec.

3. TREASURER'S REPORT - Denise Klag, Treas.

- a. Written Report shared
- b. Current balance - \$22,261.35
- c. New budget is in the making
- d. Dues are due in January - Early dues discount in effect until Dec. 31
Individual \$25 (\$10 - early) **Club/Organization** \$50 (\$25 - early)
Company \$125 (\$75 - early)

4. INTRODUCTION OF NEW COMMITTEE CHAIRS

- a. Vicki Tift - Scholarship
- b. Eric Lucius - Donations
- c. Annetherese Biesaida - Outreach - Membership Growth

5. COMMITTEE REPORTS

- a. Greeters - Heather Liccardi - Oct. Greeters delivered 15-18 boxes
Melissa Augustine is a new Greeter

6. OLD BUSINESS

- a. Survey: 14 members completed the survey: What Ideas Do You Have for Growing Hinckley Chamber of Commerce? Results are attached at the end of the minutes. Heather Liccardi
- b. Halloween Event - Sat., Oct. 22, 2022. 600-700 children Trick-or-Treated in downtown Hinckley on a perfect autumn afternoon. Suggestion was made to move in one direction - more efficient.
- c. Highland Foundation Fund-Raising Dinner - Emerald City Theme - is November 12. HCC donated \$1000 to the Foundation and will fill 1 table at the event.
- d. Happy Hinckley Holidays is Dec.3. Christmas Groove will perform. Two Focus Planning Meetings will be held (see New Business). Suggestions: Crayons and small gifts
Mark Staron is in charge. Help is needed. If you can help, contact Mark (president@ssheating.com).

7. NEW BUSINESS

- a. Planning Meetings for Holiday Lighting Event (Dec. 3)
Wed., Nov. 16. 5PM - Foster's
Wed., Nov. 30. 5PM - Foster's
- b. Holiday signs are being made and being bought. New places we can put the signs are: Coco Cafe, Minnehaha Water
- c. Next meeting - Dec. 1, 2022 11:30 - usually a social meeting

8. ADJOURN: 12:30PM



SURVEY - HINCKLEY CHAMBER OF COMMERCE - 2022 IDEAS FOR MISSION STATEMENT, VALUE PROPOSITION

Our Mission **RED INDICATES MEMBER INPUT - 14 MEMBERS RESPONDED.**

"Bridging Community and Business", Hinckley's Chamber of Commerce provides information and opportunities to grow businesses within our community, and to

7 * Assist and support businesses, their owners and leadership. **Encourage their patronage and participation in events**

7 * Promote awareness of Hinckley businesses and encourage local patronage

8 * Create networking and community events to join businesses, organizations and individuals in improving quality of life for our area

OTHER?

A. Support community organizations: i.e: schools, libraries, charities

B. Build our community through business and commerce

VALUE PROPOSITION: WHY JOIN THE CHAMBER?

7 - Customer referrals - grow customer base

8 - Networking

9 - Build Business Partnerships

8 - Increase visibility by being involved in Chamber activities

6 - Advertising

8 - Perks for businesses - like health insurance, discounts, etc.

WHAT WOULD YOU LIKE TO SEE IN OUR CHAMBER THAT YOU DON'T SEE NOW? (MEMBER INPUT)

1. Market to Highland High School for volunteers

2. Social hour /activities

3. AM Meetings (like 7:30)

5. More people present - occasional luncheons

6. More involvement from home-based businesses

7. More involvement from schools, charities, surrounding communities

Heather Liccardi, Secretary, 11/3/2022